

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBUSTIBLES, INC.

Ad No. 420—(LOCH NESS)—Req. No. 59537—1 page—(4½ x 6½ inches)—4/c—TV Guide, 1978

(A)

Printed in U.S.A.



**Enjoy smoking longer without
smoking more.**

Rich, full-flavored
Saratoga 120's give
you extra smoking
time and extra
smoking pleasure.
And they cost no
more than 100's.

**Saratoga
120's**



© Philip Morris Inc. 1978

Regular: 16 mg "tar," 1.0 mg nicotine—
Menthol: 15 mg "tar," 1.0 mg nicotine
av. per cigarette, FTC Report Aug '77

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



2061192672